



# Air Canada

Preferred Hotels & Resorts partner with Aeroplan, the loyalty program of Air Canada, with over 9 Million members worldwide. This partnership also gives us access to Air Canadas over 50 Million passengers per year as well.

## An Opportunity to Increase Value and Expand Reach:

- 12M monthly website visits and the largest ecommerce website in Canada
- 5,000 room nights booked at Preferred Travel Group hotels by Aeroplan members in 2024
- Increased occupancy at your hotel with Aeroplan members seeking to utilize Aeroplan Miles for hotel redemption stays

## A Dedicated Air Canada Rate Plan of 20% off BAR

### Rate Plan AIRCND + VCC for Payment

Using a dedicated rate plan allows for the adoption of hotel-based policies and an easier recognition of the rate on-property for improved remuneration and customer service. The hotel will charge the VCC for the room, taxes, and mandatory fees; the guest is responsible for other fees and charges.

# Partnership: Air Canada\*

\* Marketing activities may vary based on campaign messaging and partnership.

## MARKETING ASSETS:

Featured Hotels and Banner Ads, In  
Flight Entertainment Screen Savers and  
Paid Media & Social Media

